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# ORGANIZING DAYS OF LOCAL FINNISH PRODUCTS IN TALLI RESTAURANT

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## DESCRIPTION

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<b>Abstract</b>  <p>One of the main aims of this bachelor's project is to plan a suitable new menu from local and organic products for two days. The second purpose is the promotion of local days and organizing lunches for Talli restaurant. The customer orientation survey was conducted for getting feedback about customer satisfaction with events and for analyzing how people relate to local and organic food.</p> <p>The theory part is based on different researches, articles and books about natural food resources and purchasing of local and organic food. An excursion to local supplier Mikkelin Vihammes helped to get knowledge about purchasing of local and organic products in Mikkeli.</p> <p>The thesis has chapter about restaurant Talli. There is basic information about interior decoration, employees, using local and organic food, eco labels, purchasing of local products and about the menu. This information was got from my own observations and from the interview with Talli's manager. New menu was based on the theory from previous chapters and on the Talli's staff experience also. Excel program was used for planning the menu and Jamix was used for calculations of each dish. Organization of events includes advertisement, preparing day, leading the local day, interview with staff, and feedback from customers.</p> <p>Talli uses local products as much as possible. There are 6 suppliers of local products now and they are searching and looking for other variants. The results of feedback showed that customers would like to see local and organic food in the restaurant. According to the results of feedback the most popular local product is fish. Talli's manager also gave some comments. The manager said that the days with local and organic products were conducted very well. The second day was more profitable, than the first local day.</p>		
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## **1 INTRODUCTION**

Human should get main nutrients, vitamins and microelements from food. The system of human nutrition includes all stages of production. There are global (industrial) and local (regional) food systems. The terms of local and organic food are known in the whole world and it becomes more and more popular. People prefer buying local products for increasing regional economic in Finland. Government tries to help small producers to create more different farms. That's why nowadays organic and local food is very actual topic in Finland. It is very necessary to understand what kind of local and organic products clients would like to eat in the restaurants. Restaurant Talli was chosen as the object of research. Organizing two days of local Finnish products were conducted in spring season in restaurant. It is included different local and organic products.

Local food means producing regional agricultural food products, which are grown in the concrete region and consumed within the same region. There are many advantages to eat these products. Firstly local and organic food is healthier. Secondly buying local food reduces the harmful effects on the environment, because it eliminates the need to transport materials over long distances. Currently people care more about which products they eat in Finland. (Ecology 2013.)

Organic production means that the products are made using natural methods without chemical fertilizers or pesticides. Flavour of organic food comes from the production of ingredients and food products in harmony with the nature. Organic production support biodiversity and it helps keep cleanliness of water, air and soil. Organic food has a good perspective of development for unpolluted Finnish environment. Organic products can be identified by its eco label in Finland. Government monitor the standards and quality of organic production. Currently there are about 4300 farms (2012) of organic products in Finland, it is six percent of all farms. (Organic Food Finland 2012.)

## **2 TARGET OF THE THESIS**

One of the main purposes this bachelor's project is to plan suitable new menu from local and organic products for two days. The idea is also to get more general information about local food, to know which natural resources there are in Finland and to get knowledge about pur-

chasing of local and organic products. The second purpose is promotion of local days and organizing lunches for Talli restaurant using different professional equipment. The customer orientation survey was conducted for getting feedback about customer satisfaction about events and for analyzing how people relate to local and organic food.

Previous knowledge facilitated also to the goals achievement. Research the purchasing of local food was easy with previous information about subject from “Purchasing and acquisition” course. The practical training in restaurant Talli was very helpful for planning the suitable menu of local days and for organizing events. Knowledge from “Selling and customer relationship management” course was used for creating promotion flyer and for conducting customer orientation survey. The using professional equipment wasn’t difficult due to “Equipment Technology in Service Industries” course. Other courses such as “Service skills” and “Basics of research and development work” were also useful for this topic of bachelor’s project.

Thesis consists of eight chapters for achieving aims:

- Introduction
- Target of the thesis
- Main information about local food resources in Finland
- Purchasing of local products
- Restaurant Talli
- Planning the menu
- Organizing local days for Talli
- Conclusion

The theory part is based on the literature review. There are different researches, articles and books about natural food resources and purchasing of local and organic food. An excursion to the local supplier Mikkeli Vihannes helped to get knowledge about purchasing of local and organic products in Mikkeli. Chapter about Restaurant Talli includes basic information about interior decoration, employees, using local and organic food, eco labels, purchasing of local products and about the menu. This information was gotten from my own observations and from the interview with Talli’s manager. New menu was based on the theory from previous chapters and also on the Talli’s staff experience. Excel program was used for planning the menu and Jamix was used for calculations of each dish. Organisation of events includes ad-

vertisement, preparing day, leading the local day, interview with staff, and feedback from customers. The results of feedback show how customers relate to the local and organic food, which products they prefer and how they satisfy with the menu.

Literature review is helpful for determination essence in planned research and for goals achievement. It is very important to be aware of different previous researches from other authors and how this knowledge can be used for my own research. It can help to exclude preventing repeat. Observation is focused on study and recording data on the object, the information is taken in its natural environment. Knowledge is based on the human ability to sense such as feelings, perceptions and ideas. The structural components of the observation are an observer, an object of study, the conditions of observation and monitoring tools. Active observer should focus to the targets: “What does need to observe?” and “What does necessary to observe on the first place?”. Interview is a kind of conversation that is used to collect material for study and analysis. An interview is when one person asks the other, he does not express his own opinion. Interviews can be individual and group. Interviewer is a person who conducts interviews. Interviewing method is useful when the researcher sure in the objectivity of respondents. (Kushcheva 2013.)

The survey was chosen for getting feedback from customers, because survey can include specific information. Survey can has closed-ended questions and open-ended questions. The advantages of open-ended questions are that it is not limited to the listed options for respondents and that the respondents are not being influenced by viewing a list of responses. However, these questions have disadvantage. Many respondents don't answer for open-ended questions, if they will be busy. That is why questionnaire should include more closed-ended questions for saving consumer time. (USC Marshall 2010.)

### **3 LOCAL FOOD RESOURCES IN FINLAND**

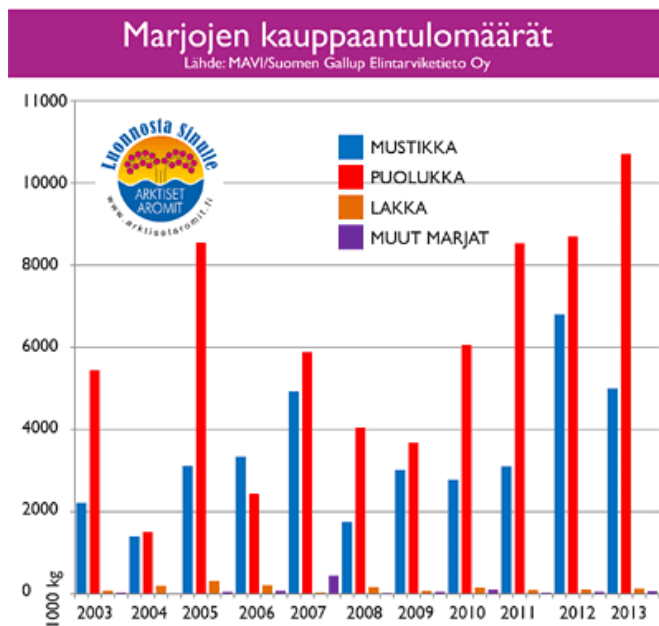
Finland is a country of boundless forests and thousands lakes, that's why it is rich country of food natural resources. Finnish wilderness is a natural habitat for many wild animals and birds. There are also good facilities for living fish, growing mushrooms and berries. Fertile soil promotes to grow vegetables and fruit.

### 3.1 Forest resources

Delicious yield of berries ripens each year in the forests and swamps. There are about 50 different sorts of berries, 37 of which are eatable. Totally about twenty species are suitable for eating. The most famous of commercial berries are lingonberry, crowberry, blueberry, cloud-berry, raspberry, cranberry and sea-buckthorn. Annual crop of berries reaches more than 500 million kilograms. Lingonberries and blueberries are about 3-10% of the whole harvest. Average consumption of wild berries is eight kilograms per person per year. The share of berries in our food ration can be increased, because berries contain a huge amount of vitamins and minerals. (Arctic Flavours Association: Berries 2014.)

Huge amounts are available, when there is berry season. Berries can be used year-round by freezing or preserving them for winter in the jam or juice. Berries should be processed as little as possible for safety of important nutrients and vitamins when eaten. The highest content of healthy polyphenol compounds are in the skin of berries. That's why it is better to use the leftover materials from making juice to prepare other dishes. Berries are recommended to add to the meal throughout the day as fresh, dried, pounded, mashed, jam or fresh juices. They can be added in various kinds of foods. It is good to eat 100 grams of berries each day. One hundred grams of berries include minerals, microelements, fibers and polyphenols, the body needs to maintain tonus and vitamin C in a sufficient amount to fill the significant part of daily norm. (Arctic Flavours Association: Berries 2014.)

There is the statistic in figure 1. Trade income compiled of MARSII is reviewing annually. The survey does not include public market, restaurants and professional kitchens. Lingonberry has the biggest level of trade income; it is more than 10000 kilograms in the 2013 year. Blueberry has the second position. (Arctic Flavours Association: Berries 2014.)



**FIGURE 1. The level of trade income from berries** (Arctic Flavours Association: Berries 2014.)

Hundreds of edible mushrooms grow in Finland. Annual harvest is about 1000 million kilogram. The average value is 50 kg per hectare. The most popular mushrooms are boletus, hedgehog fungus, milk-caps, golden chanterelles, trumpet chanterelles and polypore in the autumn season. Other mushrooms can be also suitable for meal. There are gypsy mushroom, horn of plenty, arched woodwax, and russules. Important feature of the mushrooms from nutritional point of view is their saturation of minerals. Mushrooms contain more micronutrients compared with cereal and garden plants because, growing up in the wild, mushrooms take nutrients from the soil. Mushrooms contain a lot of potassium, magnesium, iron and zinc. (The Arctic Flavours Association: Mushrooms 2014.)

Nature gives harvest from wild herbs in spring time and early summer time in Finland. Fresh, nutrient-rich herbs are available for salads, spices and beverages. Wild herbs can be harvested in early spring already. However, the time of collection is very short, because the green parts of the plants are in their best condition before flowering. Herbs such as the lady's mantle, dandelion, rosebay willow herb, and leaves of arctic raspberry can be eaten in salads or sandwiches. Herbs can also be used in different sauces, casseroles, main dishes and soups. (The Arctic Flavours Association: Herbs 2014.)



### 3.2 Water resources

As a country with big amount of water Finland offers different opportunities for catching various species of fish. Almost 100 species of fish (it includes 98 kinds of bony fish, 1 cartilaginous fish and 3 kinds of lampreys) are living in Finnish waters. The most common species include the white-fleshed predators pike, perch, herring, salmon, zander, vendace, carp, sterlet, roach, trout and others. (Urho & Lehtonen 2008, 5.)

Vendace lives in the bigger lakes, in the Bothnian Bay, Bothnian Sea, Northern Quark and locally in the Gulf of Finland. There are about 800-2500 vendace lakes in Finland. The growth period for fish is short, but it varies depending on the type's temperature ranges for optimum growth. The growth in length is usually quite fast during the first summer, but slowly during the following ones. (Urho & Lehtonen 2008, 9 - 10.)

Only 6 native salmon stocks are left in the wild, and at least 30, maximum 47 have been lost. Salmon stocks (in the rivers Tornionjoki and Simojoki) have remained vital out of 19 previously well known and 17 possible salmon rivers running down to the Baltic Sea. Two stocks are left out of the five previous salmon stocks in rivers entering from Finland into the Barents Sea. Sea trout and charr migrate to northern rivers from the Barents Sea. Some fish species are not known to have any migratory populations, though they live and reproduce in the fresh and brackish water. Two lamprey species and 59 fish species are known to live every year in Finnish natural waters. However, there are a few borderline cases. Recent observations of young-of-year garfish (*Belone Belone*) show that, perhaps they began to regularly reproduce in Finland. (Urho & Lehtonen 2008, 11-14.)

One third of all species (33 out of 101) are not regularly (or not annually) occurring native species in waters in Finland. They have escaped or been released from fish farms in neighbouring countries, or introduced to the sea. For example such species of fish are: Siberian sturgeon (*Acipenser baeri*), Russian sturgeon (*A. gueldenstaedti*), starry sturgeon (*A. stellatus*), broad whitefish (*Coregonus nasus*), coho salmon (*Oncorhynchus kisutch*), chum salmon (*O. keta*), pink salmon (*O. gorbuscha*), longnose sucker (*Catostomus catostomus*). There are also explorers like: sea lamprey (*Petromyzon marinus*), piked dogfish (*Squalus acanthias*), allis shad (*Alosa alosa*), twaite shad (*Alosa fallax*), anchovy (*Engraulis encrasicolus*) and others. All of these fish species was migrated into Finnish waters from the southern

Baltic Sea or Atlantic Ocean. (Urho & Lehtonen 2008, 14-15.) Nowadays, only thirty-one species are considered commercially exploited, but some of them are very scarce in the fish trade. (Urho & Lehtonen 2008, 20.)

The estimated commercial and recreational fish catch is about 97 million tonnes per year in Finland. (Ministry of Agriculture and Forestry 2014.) Besides the fish, also caviar comes for sale. There are such types of caviar as salmon caviar, caviar of trout, vendace roe, sturgeon caviar and others. Due to high demand, prices remain high.

### **3.3 Meat and chicken**

The strong side of the Finnish meat production is the good situation related to animal sickness and healthy animals. Pellucid meat production provides guarantee of meat produced in Finland. Finnish meat production should correspond with quality control and safety of products. The main types of meat produced in Finland are pork, beef, chicken and turkey. Finnish delicacy is reindeer. The meat industry has made a great input to the development of new products for customer satisfaction. For example, Finland is the founder of the reduction of the salt content in meat products for consumers to maintain a healthy diet. (Food from Finland 2012. Fresh ingredients: Meat.)

There is some small game production and a small number of high-quality game products are proposed to clients who prefer these kinds of meat in Finland. Exotic Finnish game inhabits in the clean nature. There are such species as hare, grouse and pheasant, elk and more rarely bear. Rarely some wisent and ostrich are reared in Finland. Hygiene in game production has high standards, because Finnish game producers carry out food legislation and legislation of animal breeding. The most widespread game products are special meat products as sausages and canned meat. (Food from Finland 2012. Fresh ingredients: Game and Pioneering animal production.)

Dishes of reindeer are tasty, lean and nutritious. Reindeer grants a taste of Scandinavian nature in the better variation. Finnish reindeer meat comes from small local farms in Lapland. The reindeer husbandry is widely-spread type of farming in Lapland. There are different frozen products such as fillet, cold smoked reindeer and roast all the year round. This kind of

meat is the best for stewing and it is also tasty canned. (Food from Finland 2012. Fresh ingredients: Reindeer.)

According to “No organic chicken production in Finland” article by The Poultry Site (2011) production of organic chicken is minor in Finland. Organic chicken is practically unavailable. One version of reasons is high risk of salmonella, but Finnish Food Safety Authority rejects this foundation. The real reason may lie in costs. Organic chicken manufacture may cost up to four times as much as traditional maximum-efficiency methods of production. "In Denmark, organic chicken costs €20 a kilo. It is largely a question of whether consumers are willing to pay that much for meat." (The Poultry Site 2011.)

### **3.4 Horticulture**

Vegetables and fruit produced are based on the EU standards and they have good quality in Finland. There is only little pesticide left-over in Finnish vegetables and fruits. Apples can be used unpeeled, because there are no covering substances or waxes in the process of protection against spoiling. (Food from Finland 2012. Fresh ingredients: Vegetables and fruit.)

There are many horticultural researches. They have been conducted for identification of growth and storage techniques of plants, environmental effects of production, breeding of new cultivars of berries and apples and nutritional status, growth and quality of esculent crops. Vegetables are available all year round for meal. The main products are cucumbers, tomatoes and lettuce. They are cultivated in greenhouses, it is available throughout all seasons. The most significant vegetables are also available organically. Cultivation of fruit has more restrictions. (Food from Finland 2012. Fresh ingredients: Vegetables and fruit.)

The number of businesses engaged in horticulture production is about 6,280. There are 63% of greenhouses and 37% of production in the outdoor. The most popular vegetables grown outdoors are garden pea, carrot, onion and cabbages in Finland and the most common berries are strawberry, currants and raspberry. Only apples are grown for the market. (Ministry of Agriculture and Forestry: Horticulture 2010.)

### 3.5 Milk, dairy products and eggs

Milk and dairy products have a key role in the human's diet in Finland. Milk is a source of protein, calcium and other significant vitamins. Milk contains important quantities of many nutrients. There is a great choice of dairy products in Finland. Dairy products were differentiated for the follow of new trends in the area of health. There are different milk and dairy products available such as low-fat, low-lactose, semi-skimmed and lactose-free products. There are also products that reduce blood pressure and blood cholesterol on the basis of biologically active peptide in milk. The most popular milk products are milk, cheese, yoghurt, sour-cream, quark, ice-cream and other. (Food from Finland 2012. Fresh ingredients: Milk.)

Today the skimmed and low-fat milk types have taken the place of whole and standard milk types. Yoghurt has partly replaced the traditional sour milk. Consumption of ice-cream, cheese and yoghurt has increased in the last 10 years. Consumption of cheese has increased about 30 % mainly due to the production of low-fat cheeses. Consumption of milk and dairy products per capita can be seen in table 1. The original statistic in Finnish language is in appendix 1. (Dairy Nutrition Council 2014. Milk in Finland.)

**TABLE 1. Consumption of milk and dairy products in Finland** (Dairy Nutrition Council.

Consumption of dairy products in 2012.)

Consumption in the 2012 per capita	l/year	dl/day
Milk (4,3% of fat)	1,7	0,04
Full cream milk (3,5% of fat)	12,1	0,33
Low-fat milk (1,5%)	66,9	1,83
Skim milk	49,3	1,35
Milk TOTAL	130	3,56
Drinkable dairy products	11,5	0,31
Yoghurt	22,6	0,62
Cottage cheese, sour cream	5,0	0,14
Different types of cream	7,9	0,21
Liquid milk products TOTAL	176,8	4,85

Low-fat milk (1% and 1.5% of fat) is the most widespread type of milk. Skim milk has a big consumption among the youngest. Only 12,1 litres of full cream milk is consumed. Men drink milk more than women. Women prefer drinking skim milk. Young people drink more than adults; children drink more than adolescents in Finland. (Dairy Nutrition Council 2014. Milk in Finland.)

Finnish eggs are safe for health. Thanks to a national program of salmonella, Finnish eggs do not contain salmonella. It is very rare to produce eggs without salmonella nowadays. That is why raw eggs can be added in the mayonnaise, tartar steak, sorbet and tiramisu, if eggs are derived in Finland. (Food from Finland 2012. Fresh ingredients: Eggs.)

Finland is very rich country of natural food resources. This chapter helped to know which resources there are in Finland (in which season) and what kind of products are more popular than other. The planning menu also was based on this chapter.

#### **4 PURCHASING OF LOCAL FOOD**

This paragraph is based on the “Developing a service offering for a logistical service provider — Case of local food supply chain” article by Martikainen Antti, Niemi Petri & Pekkanen Petra “International Journal of Production Economics” (2013, 1-3.) Supply chains of local food have attracted essential public and political interests in recent years. In different researches have started increasingly to consider the possibilities and prerequisites of local food systems as an alternative food supply chain. Due to the growing interest of customers and demand for locally grown products, requirements, needs and opportunities for logistics service providers of local producers should be explored to create innovative solutions to this question. Logistics providers are faced with the growing needs of clients to expand their range of services from simple transportation and inventory services to more advanced supply decisions.

Small-scale manufacturers and distributors impact on traditional logistical problems. There are the high cost of logistics and distribution on one's own and difficulty of access to major distribution systems. The fact that the goods are perishable and the handling is regulated with complicated national and EU-wide legal provisions gives its own characteristics to the supply chain. (Martikainen, Niemi & Pekkanen 2013, 1-3.)

The growth of the local food sector has been mainly a consequence of new types of relationships between producers and customers in Finland. A typical characteristic for these new food supply decisions is that they rely on the food producers themselves. There are not other participants in the food chain. It makes the local food sector operate separately in its own food-chain framework. This situation can be seen more detailed like a consequence of the fact that many farms and small food productions get their products into traditional distribution chan-

nels. Despite the increased demand of local products, local suppliers are often considered only as additional suppliers. The most common obstacles of supply of local products are the deficiency in resources, low level of production, high costs, problems in the marketing and creation of those products. It has also a close business relationship and there are risks associated with the reliability of delivering. (Martikainen, Niemi & Pekkanen 2013, 1-3.)

According to the article of Martikainen, Niemi & Pekkanen (2013, 1-3.) the concept of the business model can be seen as an instrument to analyze, design, change and innovate new businesses.

<b>Key Partnerships</b> <ul style="list-style-type: none"><li>• Acquired and outsourced activities necessary to offer and deliver the value to customers.</li></ul>	<b>Key Activities</b> <ul style="list-style-type: none"><li>• Key activities are performed to offer and deliver the value to customers.</li></ul>	<b>Value Proposition</b> <p>Value proposition seeks to solve customer problems and satisfy customer needs.</p>	<b>Customer Relationships</b> <ul style="list-style-type: none"><li>• Customer relationships established and maintained with each customer segment</li></ul>	<b>Customer Segments</b> <ul style="list-style-type: none"><li>• Customers to whom the value is delivered</li></ul>
	<b>Key Resources</b> <ul style="list-style-type: none"><li>• Key resources are the assets required to offer and deliver the value to customers.</li></ul>		<b>Channels</b> <ul style="list-style-type: none"><li>• Value propositions are delivered to customers through communication, distribution and sales channels.</li></ul>	
<b>Cost Structure</b> <ul style="list-style-type: none"><li>• The business model elements result in the cost structure.</li></ul>			<b>Revenue streams</b> <ul style="list-style-type: none"><li>• Revenue streams result from value propositions successfully offered to customers.</li></ul>	

**FIGURE 3. Business Model Canvas** (Martikainen, Niemi & Pekkanen 2013)

Figure 3 contains nine simple blocks of a business model. The goal is not to describe the whole steps of business. There are the essential elements of the business for innovating new ways to operate. The model shows the main elements that should be considered in developing a new business model. It is important to identify the elements that will be examined in the first steps of development of a new business model in the business of local products. (Martikainen, Niemi & Pekkanen 2013, 1-3.)

The Southeastern region has about 320 thousand inhabitants, it involves 6 % of the whole population of Finland. Total food consumption is about 600 million € in this region. The

number of farms is about 3900. The value of primary production is about 200 million €. The total number of small and medium-sized food producing organizations is about 220. The numbers of different types of food productions can be seen in table 2. Many organizations are micro and small organizations, because 79% of all organizations have less than 5 employees and 13% have 5-10 employees in the food industry. Only 2% (it is about 5 companies) employ more than 50 people. (Martikainen, Niemi & Pekkanen 2013, 4-9.)

**TABLE 2. Organization of food process in the Southeastern Finland region** (Martikainen, Niemi & Pekkanen 2013)

The number of different types of food processing organizations in the Southeastern Finland region.						
Meat products	Fish products	Vegetables and berries	Milk products	Grain products	Drinks	Others
Number of food processing organizations						
19	29	35	4	96	5	32

Nowadays there are no logistics suppliers in the area to satisfy the needs of small and medium-sized local food productions. Mostly the small producers have settled the logistics and distribution of their products by themselves. Finnish rural areas and Finland are very sparsely populated and it has long distance of transportation. This entails additional costs for efficient logistics and it makes the high requirements associated with the lack of effective logistics solutions. There is also deficiency in the competitors of local food producers. (Martikainen, Niemi & Pekkanen 2013, 4-9.)

Local and alternative channels of the food delivery are often defined in compliance with some socio - administrative area like counties. There is one problem, that the regions in terms of production and consumption of food are never a closed system. Manufactures do not serve only the local territory. Part of the production goes to local retailers and other part is used for areas of the national and global food chains. Thus, the development of local products can be seen little bit problematic and uncertain from one perspective. However, by analysis of a particular field, it is possible to develop and interpret the problem and to create alternative relationships models of food chain. (Martikainen, Niemi & Pekkanen 2013, 4-9.)

One of the most known suppliers is PaTu (Palvelutukkurit) in Finland. Patu chain is spread across almost the whole of Finland. Nowadays chain consists of seven Patu merchants. It can be seen in the figure 4. There are KasvisHovi, Tukkutalo, Mikkelin Vihannes, Vihanneskolmio oy Lahti, Immonen, Kimmon Vihannes oy and Kanta-Hämeen Tuoretuote. Patu's business idea is based on a combined regional expertise and willingness to service the national purchasing power and marketing. Regionalism is Patu's strength. (Palvelutukkurit 2014.)



**FIGURE 4. Seven merchants of PaTu supplier in Finland** (Palvelutukkurit 2014.)

Patu's merchants are located almost in all regions in Finland. They serve customers in their own area. The time of delivery is 24 hours.

#### 4.1 Segmentation and competitiveness of local food productions in South Savo



South Savo is located in the south-eastern part of Finland. It covers an area almost equal to the area of Belgium. South Savo has an opportune central location. It is not far away from the capital of Finland Helsinki and from Russian city St. Petersburg. There are more than 7 thousand lakes and 30 thousand kilometres of shoreline in the region. One of the most important lakes Saimaa is located in South Savo. The province is a succeeding region in the manufacture of organic products. (Miettinen & Toivakka 2014, 7)

Mikkeli is one of the three largest towns in South Savo. There are several places, where people can buy or eat fresh local and organic products. Covered market Kauppahalli is one of the best markets in Finland. This market is not for professionals. The market was opened in 1940 in Mikkeli. It includes several shops of small producers of local products in the center of Mikkeli. Fresh bread and different baking (sweet and salty) comes every day from Haapasen and Siiskonen. There are low lactose and lactose-free products. Savumaja K. Nevalainen has traditional pastes, tinned food and sausages, it is from game sometimes. Maalaispuoti specializes in the not packed fresh meat and in the special meat dainty. Short distribution chains guarantee freshness and knowledge of food nature. There are meat (beef, lamb, pork and goose), minced meat (beef), eggs, cheese, berries, juices, cereals, honey, vegetables and other. Knowledgeable seller can help to select the right piece of meat and to satisfy customer's needs. Goose farm Hauhalan hanhifarmi suggests different goose delicacies for clients: paste, rolls with filling and marinated meat for frying. The farm of spices and greens Heikkilän yritys sells preserved Finnish greens and spices. Variety of fish products customers can find in the Mikkelin Kalaherkku & Eväsherkku, there are vendace, trout and others. (Makuja maalta 2014)

This paragraph is based on the excursion in local supplier Mikkelin Vihammes. Mikkelin Vihammes was founded in 1987. They sold only vegetables and fruit first, that's why the name of company - Vihammes (vegetables). The director started to work in 2006. Assortment and customer databases were increased. Mikkelin Vihammes joined the Patu in 2010. They deliver products in cooling chambers, if it is necessary in the morning time to clients. Currently it is a big company; they are delivering different food in frozen, tinned, ready cooked and fresh view, not only local products, beverages and nonfood products (napkins, foil, coffee filters, disposable dishes and other). In their catalog clients can find everything that a professional kitchen needs. Mikkelin Vihammes purchases the products of whole sellers such as Arla, Valio, Fazer, Atria, Felix and other. Clients of Mikkelin Vihammes are schools, hospitals, restaurants,

caterings and shops in the Mikkeli town and in the area around 100 kilometres to Mikkeli. About 300 different companies are regular customers; there are discounts for these customers. Mikkelin Vihannes delivers local products such as cabbage, salad (iceberg), carrot, potato, onion, broccoli, herbs, zucchini, apple, flour, meat, spices, some berries (blueberry and lingonberry) and lake fish. It delivers cut, peeled and whole products, some vegetables are organic. Mikkelin Vihannes is the main supplier of local and organic products in Mikkeli.

## **5 RESTAURANT TALLI**

Restaurant Talli is located at Patteristonkatu 2 and it is located at the campus of the Mikkeli University of Applied Sciences (MUAS). The restaurant operates as an independent institution and occupies a separate building. It is spacious brick building, formerly it was used as stables in the barracks. During the reconstruction of building most of building parts have been restored and preserved.

### **5.1 About restaurant**

Talli's menu is based on Scandinavian cuisine, because the Scandinavian dishes are simple to prepare and can be combined with each other and vary depending on seasonal products. The restaurant has its own website. Advertising at the University is conducted through television, brochures, flyers, business cards. The target group can be people of all ages and with different professions. This restaurant is not just for staff and students of University, different banquets, celebrations and other events are organized there. Talli prepares snacks and desserts for a business meeting in an office building Mikpoli and serves them. At the same time the restaurant can serve up to 100 people. Talli makes the order of ingredients from local and whole suppliers. Main whole suppliers in Talli are Valio (milk and dairy products), Atria (meat), Chipsters (fish), Wihuri Metro (dry products) and Sinebrychoff (beverages). Restaurant Talli serves guests on two systems: buffet (lunch-time, banquets) and a 'la carte. Bar operates in the working hours of the restaurant every day.

### **5.2 Interior decoration**

The basic materials of interior are wood and stone. It is common for the many Scandinavian countries. The second floor was added to the original building. Gates have been preserved,

and large windows were done, that reflect the atmosphere of restaurant. For table serving different napkins, paper tablecloths, glasses, utensils are used. The table decor elements must be present on the table always such as flowers in the daytime and candles in the evening. All previous suggestions of decorations help customers to relax by view and to enjoy tasty food. Knowledgeable and very polite staff also tries to satisfy all needs of clients in restaurant Talli.

### **5.3 Employees**

There are 8 permanent employees: chef, cook, cook's assistant, and two employees in front of the kitchen, two accountants and a restaurant manager. Students of Mikkeli University of Applied Sciences also pass practical training in the restaurant kitchen.

Chef studied and worked in Helsinki for a long time. After moving to Mikkeli he became the head of restaurant kitchen in Talli. He is a regular participant of public master classes, personally creates each seasonal menu. Chef shares experience with students, who pass their practical training in the restaurant.

Work schedule is made for 3 weeks for the staff in advance, taking into account the wishes of the staff. The restaurant makes work schedule for the students together with the university administration. The main condition for the students is that the working day should not last longer than 8 hours.

### **5.4 Menu**

Restaurant Talli serves guests on two systems: buffet (lunch-time, banquets) and a 'la carte. Bar operates in the working hours of the restaurant every day. Lunch is available from Monday to Friday every week. Cycle of the menu is 6 weeks. Time of lunch is from 11.00 to 15.00 a.m. The cost of lunch is 10 euro without discounts. Desserts and drinks are paid separately. The standard menu must include:

- 3 kinds of salads
- 1 kinds of soup
- 2 types of garnish
- 1-2 main dishes

- 2 types of bread
- Butter
- Olive oil, different sauces, butter, peanuts, seeds, fried onions.

There are some beverages such as tea and coffee. Every day consumer can choose one kind of dessert (which is included in the lunch) and a few desserts, sandwiches, cookies, candies. Restaurant takes care of their guests, so meals are made from products that do not contain lactose. A dish that does not contain gluten can be served (gluten-free diet), containing no milk at all (milk-free diet) and vegetarian dishes (vegetarian diet) are also available.

The a 'la carte system is available for visitors of the restaurant at any time, but it is more popular in the evening hours and also on Friday and Saturday, when tourists visit Talli. Menu a 'la carte is based on Scandinavian cuisine. It includes salads and appetizers, steaks, fish and desserts, vegetarian dishes. The cost of meals varies from 6 to 30 euro, depending on the dish.

### **5.5 Local food in Talli**

Talli uses local and organic products as much as possible. What kind of products will be used depends on the season. Currently there are six suppliers of local and organic products, but they are looking and searching for other facilities for order local products.

This paragraph is based on the interview with restaurant manager. The questions of interview can be seen in appendix 2. Restaurant gets meat from Kuvala farm from Mäntyharju, lake fish from Puula-särvin from Hirvensalmi. Restaurant buys berries and mushrooms from Astikkalan Marjatila. Organic vegetables and greens are very popular in Talli, there are organic cabbage, organic potato, organic carrot. Talli orders other different organic products such as honey (from Korteniemen hunaja), bread (from Niittylahden tila), eggs, black pepper, oregano, basil, dried thyme, lump sugar, white flour, sunflower seeds, pearl barley, couscous, pasta with oat fibers, steak (Lindströminpihvi), tea and seasoning: pumpkin (Kurpitsansienemen), currant (herukka). Some organic products are available whole year (potatoes, carrots, cabbage), because restaurant has Portaati Luomuun ("Steps to organic"). Talli has also seasonal products (not organic). There are pike in spring time from Hirvensalmi and fresh mushrooms and apples in autumn time. There are amounts of use some organic products per year:

- Flakes - 38 kg / year;
- White flour - 730 kg / year;
- Barley (side dish or risotto) - 130 kg / year;
- Pasta - 55 kg / year;
- Buttermilk - 80 l / year;
- Carrot - 315 kg / year;
- Cabbages - 160 kg / year;
- Eggs - 535 kg / year;
- Honey - 55 kg / year;
- Tee - 3 kg / year;
- Spices - 7 kg / year;
- Seeds - 31 kg / year.

In manager's opinion the main advantage of using local products is knowledge about where the products come from and confidence in their safety to use. Local products are ecological and it is better for health. Disadvantage is probably more expensive price. It is so high that Talli cannot use it or availability is poor. There are some quality criteria for products. Package should be intact, product should look good and smell should be good, and of course the temperature should be correct for the product. Talli also needs to send notes to the supplier.

## **5.6 Eco labels**

The Blue Swan Nordic Eco label is the official eco labels in the Nordic countries and Blue Swan labels were established in 1989 year by the Nordic Council of Ministers with the goal of providing the safety labelling scheme for environment. Customers can choose the friendliest products for environment with the help of them. The Swan logo is a voluntary. This green symbol is available for about 60 groups of product. A recent survey of the market showed that 94 % of the Nordic countries recognized eco label trademark. Blue Swan labels are a simple and efficient marketing tool. It is a guarantee for consumers that products comply with exact climate and environment criteria. The Blue Swan Nordic Eco label can be seen in figure 5. (Nordic Ecolabelling 2014.)

Talli restaurant got Nordic Ecolabel in the autumn, 2008. The certificate can be seen in appendix 3. The restaurant is the first Swan labelled teaching restaurant in Finland and it is the

first restaurant that has Swan label in South Savo. Talli supports of the energy consumption, the waste management and using of chemical products based on the standards. Talli restaurant gave annual targets for improving the environmental work of the restaurant business in future. (Ravintola Talli 2014.)



**FIGURE 5. Nordic ecolabel** (Nordic Ecolabelling 2014.)

The restaurant also uses eco labels Portaat Luomuun, it means “Steps to organic”. The aim of the project is to increase the quantity of organic products in professional kitchens. The program was created for constant availability of the organic food for consumers and for reducing energy consumption and waste of products. The program of “Steps to Organic” provides such ideas as:

- Suitable model for increasing the usage of organic ingredients in professional kitchens;
- Observation for the usage of organic products in food services;
- Basic information about organic products and their using;
- Basic information about purchasing of organic food.

The government’s purpose is to use 20% of the cultivated soil for organic products by 2020 in Finland. The first step of program means that kitchen uses at least one organic product at all times. Using at least two organic products at all times is the second step. The third stage shows that professional kitchen uses at least four organic ingredients permanently. Using at least eight organic products is the next stage. The fifth step expects that kitchen has twenty constantly used organic products. The last stage “star step” means that professional kitchen uses the large amount of organic ingredients in every product group. Other products are only used, if organic ingredients are impossible to use. (Steps to organic 2014.)

Restaurant Talli follows this project. Eco label Portaat Luomuun helps clients to understand clearly which part of the meal is an organic product. Talli has certificate Portaat Luomuun, which can be seen in appendix 4. It means that Talli is on the fourth step of the “Steps to or-

ganic” program currently. It is a good message for consumers that they are using organic ingredients. Nowadays Talli uses permanently 16 different organic products. (Ravintola Talli, 2014.)

## **6 PLANNING OF THE MENU**

This paragraph is based on the work of Mglinets. (Мглинец 2010.) The menu is a list of dishes offered to the consumer on the public catering establishment. Dishes are enumerated according to some rules: firstly, there is a neutral dish, then a spicier dish; from stewed to fried dish; firstly, there are salads, the next dish is soup, then main dishes with garnishes and then there is dessert in the end. All courses should be diverse (not reiteration of ingredients). The menu should not be very large, it is better periodically to enter new dishes or make special offers. The menu is the "calling card" of the restaurant, that's why it is better to create some decorations of the menu. Of course, the list of menu should be easy to read.

The planning of the menu started one month before the events. The new menu was planned for 80 people for two days. The menu is based on the experience of Talli's staff of consumer preferences and on new suggestions. One recipe ("Salmon and Potato casserole") was taken from "Flavours Finnish countryside" by Maulavirta, Nurmi and Lindgren (2006) that can be seen in appendix 5. Main dish "Roasted chicken with vegetables" is in appendix 6. Two salads ("Salmon and pearl barley" and "Vegetable mosaic with mushrooms") are based on the "Täyttää Hyvää Jyvästä" recipes by Myllyn Paras. (Myllyn Paras 2014.) Other recipes were based on the cook book "Karelian and Finnish cuisine" by Nikolskaya. (Никольская 2010.) Because it is spring season now, some local and organic products were not available. For example local berries, mushrooms and apples are available only in frozen or tinned view, but not in fresh.

The menu is included organic potatoes, organic cabbages, organic black pepper, organic honey, organic eggs, and organic pearl barley, organic carrots, local berries (lingonberries), local lake fish (vendace). The dishes consisted of variety of ingredients to satisfy requirements, because restaurant should give a good choice for customers.

The list of the menu includes assortment and description each dish type. There are milk-free (MF), lactose-free (LF), low-lactose (LL), gluten-free (GF) and combination of gluten free and lactose free (GL) dishes. It helps guests to choose a suitable dish for different dietaries.

The weight of different courses is determined in the restaurant Talli. Salads should be the 100 grams of weight, soup – 200 grams, main dish (if there are two main dishes in one day) – 200 grams, but vendace – 80 grams for one portion, garnish – 80 grams and desserts – 110-115 grams (it depends on dessert type). An example of calculation for “Taiga” salad for 80 persons is illustrated in table 3.

**TABLE 3. Taiga salad**

							Taiga salad		
Weight		loss %	Weight of use		Ingredients		price /kg	price of use	Whole price
3,000	kg		3	kg	Potato (peeled) (organic)		1,95 €	1,95 €	5,85 €
2,300	kg		2,3	kg	Forest mushrooms (pickled) (sienisäilyke metsäsienikuutio)		3,71 €	3,71 €	8,53 €
1,400	kg		1,4	kg	Lingonberry		4,42 €	4,42 €	6,19 €
0,050	kg		0,05	kg	Salt		0,70 €	0,70 €	0,04 €
0,035	kg		0,035	kg	Parsley		25,44 €	25,44 €	0,89 €
1,000	kg		1	kg	Green pea (canned)		1,00 €	1,00 €	1,00 €
0,200	kg		0,2	kg	Oil		1,56 €	1,56 €	0,31 €
Ingredients			7,985	kg	100%		Price of ingredients		22,81
Loss of cooking			0,000	kg	0,00%		Price / kg		2,86
Ready food			7,985	kg	100,00%		Price /one portion		0,29
Portion weight			0,100	kg					
Portions			80						

Each local day includes three salads, two main dishes of meat and fish (usually there is one main dish), two garnishes, soup and dessert. In total there were served 6 salads, 2 soups, 4 main dishes, 4 garnishes and 2 desserts. It also included bread, butter, sauces, fried onions, seeds and oil. The lists of the menu can be seen in figures 6. Two main dishes don't need the garnish such as “Salmon and Potato casserole” and “Roasted chicken with vegetables”, because garnishes are included in their dishes.



**FIGURE 6. Menu**

<b>BUFFET LUNCH TUESDAY 25.03</b>	
<b>GREEN SALAD</b>	<b>MF, GF</b>
<b>“TAIGA” SALAD</b>	<b>MF, GF</b>
<b>VITAMIN SALAD</b>	<b>LF, GF</b>
<b>MUSHROOM SOUP</b>	<b>LF, GL</b>
<b>SALMON AND POTATO CASSEROLE</b>	<b>LL, GL</b>
<b>PORK WITH APPLES</b>	<b>MF, GL</b>
<b>STEAMED VEGETABLES</b>	<b>MF, GF</b>
<b>GOOSEBERRY-BLUEBERRY PIE</b>	<b>LF</b>
<b>BUFFET LUNCH WEDNESDAY 26.03</b>	
<b>SALMON AND PEARL BARLEY SALAD</b>	<b>MF</b>
<b>ORIENTAL CARROT SALAD</b>	<b>LF, GF</b>
<b>VEGETABLE MOSAIC WITH MUSHROOMS</b>	<b>MF, GF</b>
<b>MEDITERRANEAN FISH SOUP (with pike)</b>	<b>MF, GF</b>
<b>DELICATE VENDACE</b>	<b>LF</b>
<b>ROASTED CHICKEN WITH VEGETABLES</b>	<b>MF, GF</b>
<b>MASHED POTATOE AND SWEET POTATO</b>	<b>LL</b>
<b>PIE WITH APPLES AND CINNAMON</b>	<b>LF</b>

This menu list was available also in Finnish language for customers that can be seen in appendixes 7 and 8.

Each dish was calculated in Excel program for identification of the costs. The price of lunch without discounts is 10 €. If customers have a student card, they could buy lunch for 8 € per person. Talli allows to buy courses separately (salads - 6,5 €, soup – 5 €, salads and soup - 7,70 €). 33% of the lunch price should go to the costs of the consumption of electricity, water and for payment of wages to restaurant staff, other 33% is assumed for the net income. That's why about 33% is for the purchase of products for one person:

$$10€ - ((0,33 * 10) + (0,33 * 10)) = 3,4 €$$

It is necessary to take into consideration the tax 14%. The calculations of all ingredients for Tuesday and for Wednesday are in appendices. The average price is little bit more, than 3,4 € for one person, but several products don't have to be ordered (spices, oil, yeast and others).

All products were ordered by Talli's cook one week before the events. About 530 € was consumed for purchase orders of ingredients for two days.

## **7 ORGANIZING LOCAL DAYS FOR TALLI**

Local days were conducted on 25 and 26 of March, 2014. The menu was ready two weeks before events. The details of events were discussed with Talli's manager and with cook. All ingredients were ordered a week before local days. The menu was calculated for 80 persons per day. Green napkins and flowers were used for creating "local" atmosphere in the dining room.

The advertising was organized with help of the marketing department to let people know about local days in the restaurant Talli. The promotion flyer has place, date, price and time of the organized event and there are also pictures of local products to draw customer attraction. Talli added the flyer on the web-site of University and on the social web site (Facebook), the flyers were also put on the news deck in the Campus. The flyer can be seen in appendix 11.

### **7.1 Preparing day**

Firstly, it was important to check all ordered ingredients. All products were available for lunches from local and organic products. A preparing day was on 24 of March before the first local day. It enables to decrease cooking time. On Monday all necessary work was done. Deserts were prepared for both days (gooseberry-blueberry pie and pie with apples and cinnamon) in the SCC oven. It needed only to be warm, portioned and served. Vegetables were cut for the "Taiga" salad and "Vitamin" salad without dressing and salting. The potatoes were cut to thin slices, fish was skinned and also cut for the "Salmon and potato casserole". The pork was cut and marinated for main dish for richer taste.

Other preparing day was after first local lunch on 25 of March. There were less preparing works. Chicken was marinated with salt and spices for main dish. "Oriental carrot salad" was prepared without dressing and cottage cheese and "Vegetable mosaic" salad was prepared also without dressing. On the both preparing days green napkins were prepared for serving.

## **7.2 Leading the local days**

170 people had a lunch in the restaurant Talli on Tuesday and Wednesday. Talli's staff started to cook lunch at seven o'clock. They have the recipes and description how to cook. All courses were ready 30 minutes before lunch. Knives, forks, napkins, glasses and bowls of water were served on the tables. Dishes, bread, butter, sauces, balsamic vinegar, fried onion and seeds were served on the buffet table. Dessert was served near the beverages.

The chef and cook helped to cook new dishes and to create some sauce for improving the taste of dish. On Tuesday about 70 persons visited Talli. A portion of the "Green salad" was cooked without onions according to customer's wish. The Mushroom soup was cooked one more time, because it was empty. Two plates of salads were saved ("Taiga" salad and "Vitamin" salad). They were served on Wednesday with new salads. The dish "Salmon and Potato Casserole" needed to have more salt. The waste of main dishes and garnishes wasn't big. The pictures of salads and garnish can be seen in appendix 12.

On Wednesday 5 salads, soup, two main dishes, garnish, dessert, bread, butter, sauces and other were served for guests. Tables were also served with green napkins. Dining room had fresh flowers. Atmosphere was very friendly. The guests were able not only to have a lunch but also to relax a little bit. All dishes were put on the lunch table 30 minutes before the first guest. Some dishes ("Delicate vendace" with milk sauce, "Roasted chicken with vegetables" and "Mediterranean fish soup" with rice and pike) were absolutely new and they interested the cook. The dishes of lunch were interesting and tasty. Primarily the garnish was only sweet mashed potato, but Talli's staff decided that "Mashed sweet potato and potato" will be better. On this day 101 persons visited Talli. That's why more portions of the soup and the roasted chicken were cooked. The food waste wasn't large. The buffet table on the second local day can be seen in appendix 13.

## **7.3 Interview with the staff of Talli**

Talli's staff said that local days were good. They liked the food and organization of the event. Some of recipes were cooked for the first time and it was very delicious. For example, one of these recipes is local lake fish (vendace) with milk cream and with organic carrot and onion. The cook said that it is really interesting recipe and maybe Talli will use it in the future.

Talli's manager also gave some comments. The days with local and organic products were conducted very well. The second day was better than the first local day. On Tuesday "Salmon and potato casserole" needed more salt. "Taiga salad" was little bit sour, because it should have had fewer cranberries. The income was 562,3 € on Tuesday and 751,10 € on Wednesday. The manger said that the lunches are not basic possibility to get the profit. The selling of the products from bar (alcohol, coffee, tea, chocolate and other) and organizing coffee breaks in Mikpoli give Talli its main profit.

## **7.4 Feedback from customers**

Customer oriented survey was chosen for having feedback from consumers on both local days. It allows the opportunity to get information directly from customers. They can evaluate the meal immediately after food intake. Talli has 80-100 people per day in lunch time. That's why 100 questionnaires were printed and put with pencils on the tables on each day.

### **7.4.1 Making questionnaire**

Basically the target group of Talli in lunch time is students and staff of Mikkeli University of Applied Sciences. Their time is limited. That's why the questionnaire is not large. It includes five questions and two of these were open questions. For attracting the consumer this survey has a picture. There is a line for identification the nationality and region of respondents, because it is interesting to understand how people from different countries relate to Finnish local and organic food. The survey can be seen in appendix 14.

The survey has introduction with greeting, wish of good appetite, short description of the goal of the survey and then gratitude for answering. Courteous style of questionnaire shows regard to guests. The first question is "Do you like local and organic food?". It is very important to know what people think about local and organic food. Do they like local products or no? There are only two variants of answer (yes and no). It is easy to answer.

The second question is about evaluation of the assortment. Customer should choose one variant. There is gradation from 1 to 5 (1 - bad, 2 - not good, 3 - good, 4 - very good, 5 – excellent). It is necessary to expose satisfaction from variety of local and organic food. The next

question is about the taste and quality of meal. This question was created make things clear, because satisfaction from food is one of the most significant points in the restaurant.

There are many local and organic products. Visitors could show exact wishes and needs for local and organic products in this survey. Customers could choose which products they prefer and they could give their own predilection. In the end of questionnaire are consumer suggestions for dishes from local and organic food.

#### **7.4.2 Results**

The number of respondents of survey was not as much as expected (170 for two days), because about 80-100 persons visit Talli in lunch time usually. There were on 50 respondents in two days. 43 persons (it is 86%) were Finnish people, 35 of them from Mikkeli. Other answers were from Russian people, an Italian a person and person from Nepal.

All questionnaires were analyzed by Excel program. There are also diagrams with the results of survey and results in percentages for better analysis. Only 4 people answered, that they don't like local and organic food. It is 8% of customers. It means that mostly Talli's guests would like to see local and organic products in the restaurant.

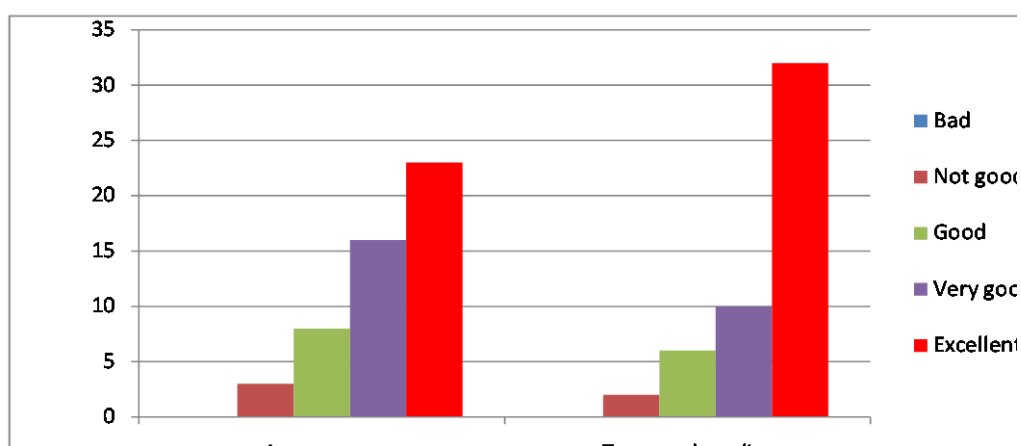
The results as seen in table 4 show that the assortment of local and organic food mostly satisfied the customers. Three persons answered that assortment is not good. It can be consequence of the spring season, because there are more possibilities to use local products in the summer time. There are many positive answers.

Taste and quality of food also mainly satisfied consumers as the results show. There are only two negative answers and best grades for quality and taste. 32 persons answered that the food was excellent. Some guests gave feedback on the other side of questionnaire (in Finnish language) where they describe all impressions from local days in Talli. It includes thanks for tasty food and this consumer would like to see organic beer in Talli.

**TABLE 4. Evaluation of assortment, taste and quality of food.**

	1-bad	2-not good	3-good	4-very good	5- excellent	Average
<b>Assortment</b>	<b>0</b>	<b>3</b>	<b>8</b>	<b>16</b>	<b>23</b>	<b>4,18</b>
<b>Taste and quality</b>	<b>0</b>	<b>2</b>	<b>6</b>	<b>10</b>	<b>32</b>	<b>4,44</b>

Many people were satisfied assortment and taste and quality of new menu from local and organic products. 32 persons of 50 respondents answered that quality and taste of food were excellent. The average figure of assortment evaluation was calculated by formula:  $(0*1+2*3+3*8+4*16+5*23)/50$ ; the result is 4,18. The average of taste and quality evaluation was calculated by the same way:  $(0*1+2*2+3*6+4*10+5*32)/50$ ; the average figure is 4,44. The graph of results can be made based on the table's calculations, it can be seen in figure 7.

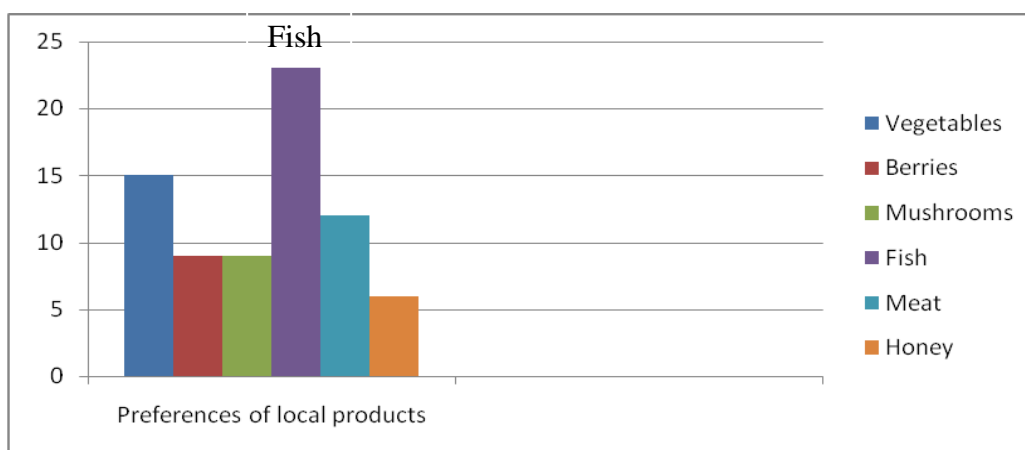
**FIGURE 7. Feedback answers.**

Due to fourth question Talli gave information about the most popular local products among customers. Visitors could choose several points. The table 5 shows the results of survey.

**TABLE 5. Preferences of local and organic products**

<b>Vegetables</b>	<b>Berries</b>	<b>Mushrooms</b>	<b>Fish</b>	<b>Meat</b>	<b>Honey</b>
<b>15</b>	<b>9</b>	<b>9</b>	<b>23</b>	<b>12</b>	<b>6</b>

The figure 8 shows that the most popular product is fish. On the second place are vegetables. On the next place are mushrooms and berries and then honey follows them.



**FIGURE 8. Preferences of local products**

Customers pointed out that they would like to see local bread, chicken, ice-cream, beer, milk, lake fish (kuha), yoghurt, goat cheese, milk products in Talli restaurant. Customers also wrote that they would like to see lake fish (vendace) and on the second day Talli had main dish with vendaces. Several guests wrote that they hope that Talli uses local vegetables, because they don't want to eat Spanish or other vegetables. It shows that using local and organic products is very important for consumers. Only three persons of respondents did not answer this question.

Guests quite actively answered the last open question. 26 persons gave feedback on this question. It is more than half of all respondents. They suggested many dishes from local and organic food: mushroom pie (sieni piirakka), dishes from local lakes fish, dishes with lamb, bread, fish soup (kala keitto), fish loaf. One customer wrote that he would like to eat fish casserole (on the second day), but the fish casserole was on the other day (on the first day). One comment was also about the wish to see more dishes from local berries in Talli.

## 8 CONCLUSION

Competition between different restaurants is growing because following new tendencies and techniques are attracting customers. Local and organic food is one of the new tendencies which are more and more popular in the whole world. That is why the decision of organizing local days for restaurant Talli was a right idea for development of local and organic products and attracting customers. People from different countries aim to eat local and organic food even if it is expensive. It is healthy and it saves the environment, because it eliminates the need to transport materials over long distances.

Observation of natural food resources shows that Finland has a large amount of local resources, that's why local and organic production has many opportunities. But nowadays development of local and organic food is a little bit hard because there are not enough suppliers. There are some obstacles of supply of local products such as deficiency in resources, high costs, low level of production, problems in marketing and creation of those products.

Talli uses local products as much as possible. There are 6 suppliers of local products now and they are searching and looking for other variants. That's why variety of possible local and organic food is limited. A season also has big role. There are many facilities to use local products in summer time. Planning a new menu for restaurant was not easy. It was necessary to choose dishes with different ingredients, to calculate cost for order of products and to decide what needs to be ordered and how much it is needed. The income of local days was about 1320 €. The second day was more profitable than the first local day.

People who were part of survey were very active in the local days. It showed that people would like to see local and organic products in the restaurant Talli. Many people were satisfied new menu from local and organic products. 32 persons of 50 respondents answered that quality and taste of food were excellent. Guests answered the open questions and some of them wrote their own feedback on other side of questionnaires. According to the results of feedback the most popular local product is fish. People would like to see more different dishes from lake fish. Some suggestions of fish dishes from customers are fish casserole, fish soup (kala keitto), fish pie and fish loaf. The meat is on the second place. Three customers would like to see local lamb in Talli.

During the development of this bachelor's thesis all the objectives have been achieved. New suitable menu was created for two days for 80 persons for restaurant Talli. There was obtained more general information about local and organic food and about natural resources in Finland. There were learned details of the purchasing local and organic products. Local days were promoted and organized. Most consumers were enjoyed with assortment, quality and taste of the dishes. Finland is a good example of efficient using local and organic products for a lot of countries. Using organic and local products in the restaurants also is very important for Russia. An experience of organizing local days for restaurant Talli can be used for opening restaurant with national Finnish cuisine in Russia.



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## Consumption of milk and dairy products in 2012

**Maitovalmisteiden kulutus 2012**

Arvio, ennakko

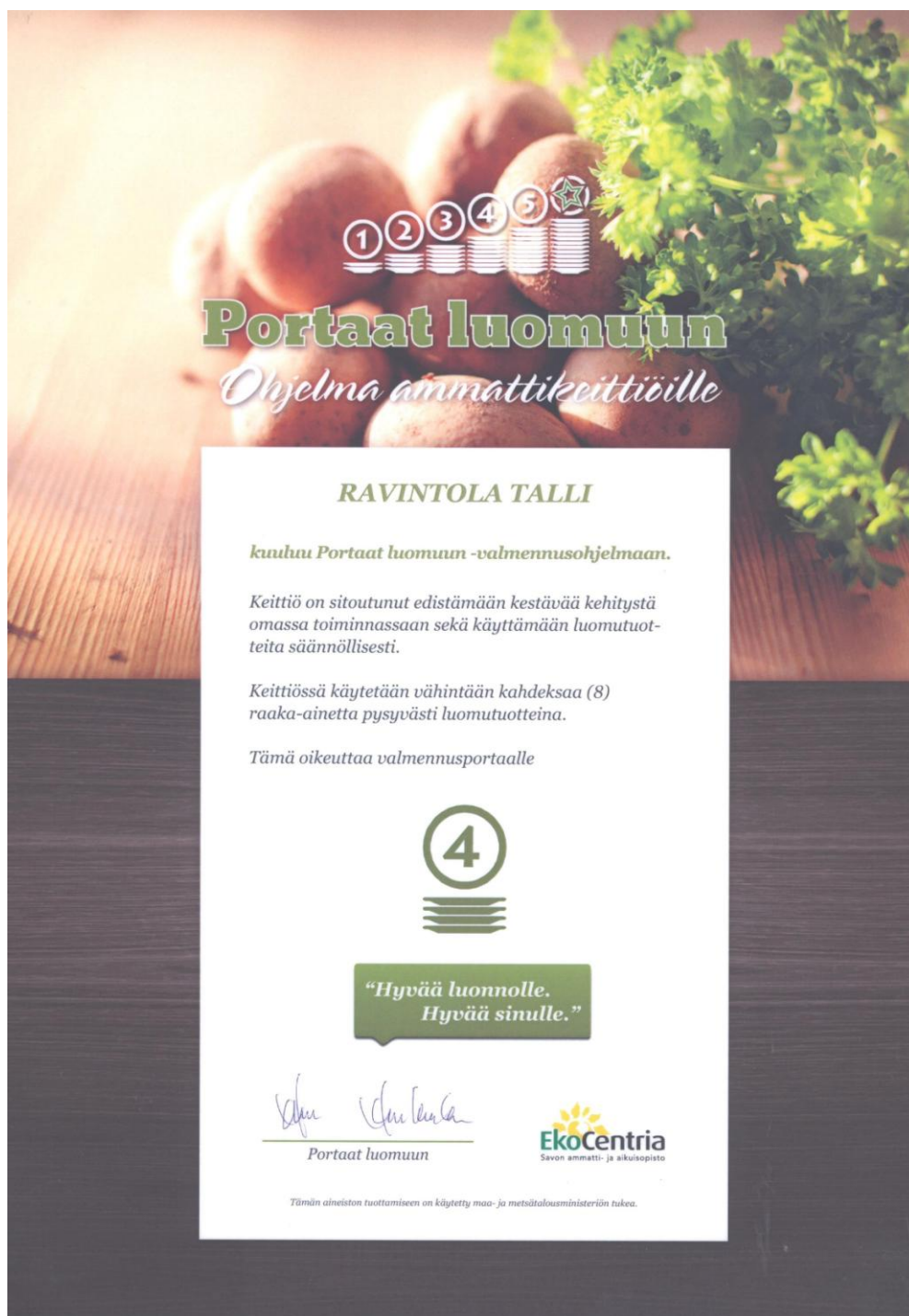
**MAITO JA MAITOVALMISTEET/ KULUTUS 2012**

	l/hlö/v	dl/hlö/pv
tilamaito (n. 4,3 %)	1,7	0,04
täysmaito (3,5 %)	12,1	0,33
kevytmaito (1,5 %) ja ykkösmaito	66,9	1,83
rasvaton maito	49,3	1,35
MAIDOT YHTEENSÄ	130,0	3,56
juotavat piimät	11,5	0,31
jogurtit	22,6	0,62
viilit, sisältää kermaviilin	5,0	0,14
HAPATETUT MAITOVALMISTEET YHTEENSÄ	39,0	1,07
kermat	7,9	0,21
Nestemäiset maitovalmisteet yhteensä	176,8	4,85

**The questions of interview**

1. How many local suppliers do you use ?
2. Which local suppliers do you use?
3. What kind of product from local producers do you use?
4. What advantages and disadvantages are there?
5. Which kind of products do you usually use? (fresh\ frozen\ ready cooked\ dried\ tinned)
6. How long time does the order come?
7. How often do you make inventory?
8. What the price of local food? Is it cheaper, than whole supplier?
9. What kind of quality criteria do you use when you receive products?
10. Do you use the organic food?
11. What kind of organic products do you use?





**Salmon and potato casserole**

Portion's weight: 0,2kg

Weight of use ingredients:

7,7	kg	Potatoes (peeled)
3,5	kg	Salmon (skinned, boned and filleted)
1,8	kg	Eggs
2,3	kg	Whipping cream (lactose free)
1,5	kg	Milk (lactose free)
0,001	kg	Nutmeg
0,07	kg	Salt
0,8	kg	Butter (low lactose)
0,07	kg	Dill (frozen)

Cut the potatoes into slices (2-3 mm). Rinse them quickly under cold water. Cut the fish into 0,5-1 sm slices.

Break the eggs and stir them into the cream and milk. Mix in the spices and salt.

Grease an oven dish, line the bottom with 1-2 sm layer of potato and cover this evenly with the slices of fish.

Top with another 1 sm layer of potato and pour the egg and milk mixture onto this so that it is practically covered.

Bake in a 220 C oven (SCC) for 10 minutes. Smooth the top surface of the potato with a spatula and add knobs of butter.

Reduce the oven temperature to 175 C and bake for a further 50-60 min. If the surface begins to brown too quickly, cover it with aluminum foil or damp greaseproof paper.

Take the dish out of the oven and cover it with foil. Allow to stand for 15-30 min to even out the temperature.

A good sauce for this is melted butter with dill in it.



**Roasted chicken with vegetables**

Portion's weight: 0,2kg

Weight of use		ingredients:
9,6	kg	Chicken with bones
0,07	kg	Salt
2,5	kg	Sweet pepper
3,7	kg	Eggplants
0,1	kg	Garlic
0,003	kg	Black pepper (grounded)
1,5	kg	Onion
0,3	kg	Herbs mix

Marinate chicken in a mixture of salt, pepper, spices, herbs and onions (about 30-40min).

Cut the vegetables into strips

Put chicken and vegetables in the greased form.

Bake in the oven (SCC) for about 40-50 minutes to 160-180 C.

# Suomalaisen lähiruoan päivä



## BUFFET LOUNAS TIISTAI 25.3.

VIHERSALAATTIA	M, G
“TAIGA” SALAATTIA (sis. luomuperunaa)	M, G
VITAMIINISALAATTIA JUUREKSISTA (sis. luomuporkkanaa ja kaalia)	L, G
METSÄSIENIKEITTOA (sis. luomuperunaa)	L, G
LOHI-PERUNAPAISTOSTA (sis. luomuperunaa)	VL, G M, G
OMENAISTA UUNIHAUDUTETTUA PORSASTA (sis. luomupippuria)	M, G
HÖYRYTETTYJÄ VIHANNEKSIA (sis. luomuporkkanaa)	
KARVIAIS-MUSTIKKAPAISTOSTA (sis. luomuvehnäjauhoa ja luomukananmunia)	L

## Suomalaisen lähiruoan päivä



### BUFFET LOUNAS KESKIVIikko 26.3.

LOHI-OHRASALAATTIA	M
VIHERPEDILLÄ	
ITÄMAISTA	L, G
PORKKANASALAATTIA	
VIHANNES-SIENISALAATTIA	M, G
VÄLIMEREN HAUKIKEITTOA	M, G
MUIKKU "LOOTAA"	L
PAAHDETTUA KANAA JA	M, G
VIHANNEKSIA	
PERUNA-BATAATTIMUUSIA	VL, G
OMENA-KANELIPIIRAKKAA	L

## APPENDIX 9

### The calculations of all ingredients for Tuesday

Name of the plate			Lunch from local food for Tuesday	
Weight of use	kg	Ingredients/	Price / kg	Price of one portion
0,100	kg	Taiga salad	2,86 €	0,29 €
0,100	kg	Vitamin salad	1,97 €	0,20 €
0,100	kg	Green salad	2,37 €	0,24 €
0,200	kg	Mushroom soup	2,93 €	0,59 €
0,200	kg	Salmon and potato casserole	4,79 €	0,96 €
0,200	kg	Pork with apples	3,82 €	0,77 €
0,080	kg	Steamed vegetables	1,52 €	0,12 €
,090	kg	Gooseberry-Blueberry pie	3,07 €	0,26 €
Price of one portion without taxes			3,42 €	
Price with value taxes		Price without taxes		
Price on menu	10,00 €	Price on menu	8,06 €	
Price of Ingredients	3,89€	Price of Ingredients	3,41 €	
		Sales Margin €	4,64 €	

Value taxes 14 %	
14%	1,13 €

The calculations of all ingredients for Wednesday

Name of the plate			Lunch from local food for Tuesday		
Weight of use	kg	Ingredients/	Price/kg	Price of one portion	Mise en place
0,100	kg	Salmon and pearl barley salad	3,77 €	0,38 €	
0,100	kg	Oriental carrot salad	2,26 €	0,23 €	
0,094	kg	Vegetable mosaic with chanterelles (kontarelleja)	6,51 €	0,61 €	
0,193	kg	Mediterranean fish soup	2,62 €	0,51 €	
0,118	kg	Delicate vendace (Neulamuikku)	4,89 €	0,57 €	
0,080	kg	Mashed potato and sweet potato	2,77 €	0,22 €	
0,182	kg	Roasted chicken with vegetables	3,58 €	0,65 €	
0,115	kg	Pie with apples and cinnamon	1,61 €	0,18 €	
Price of one portion without taxes				3,35 €	
Price with value taxes			Price without taxes		
Price on menu	10,00 €		Price on menu	8,06 €	
Price of Ingredients	3,82 €		Price of Ingredients	3,35 €	
			Sales Margin €	4,71 €	

Value taxes 14 %	
14%	1,13 €



**RAVINTOLA  
TALLI**

## **Days of local Finnish products**

**25. - 26.03.2014**

from 11.00 - 14.30

Price: 10 € / 8,20 € for MAMK staff and  
students



**APPENDIX 12**  
**The first local day**

Steamed vegetables



Salads





## APPENDIX 13

### The second local day





Hello!

Where are you from? \_\_\_\_\_

Enjoy your meal! I'm researching customer's relation to local and organic food. Your opinion is very important for me. Please answer the following questions, if you have time. Thank you for your attention!

Please, circle chosen variant. 1 - bad, 2 - not good, 3 - good, 4 - very good, 5 – excellent

**1. Do you like local and organic food?**

Yes      No

**2. How do you evaluate the assortment today?**

1      2      3      4      5

**3. How do you evaluate taste and quality of dishes?**

1      2      3      4      5

**4. Which local and organic products would you like to eat in Talli?**

*Vegetables   Berries   Mushrooms   Fish   Meat   Honey   Other ( \_\_\_\_\_ )*

**5. Would you like to suggest some dish from local and organic products?**

Yes ( \_\_\_\_\_ )      No

